

NAEB

PRESIDENT'S MEMO

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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SPECIAL TO TV STATIONS

This is a follow-up to the summary which Jerry Appy prepared concerning the meeting of himself and Hartford Gunn, representing the NET Affiliates group, with the President and Chairman of the Board of NAEB.

As Appy reported, there was a good deal of general agreement at this meeting and only a few items created difficulty. This meeting was an attempt to discover areas of accord and to identify whatever issues remained to be ironed out as a preliminary to preparing for the consideration of the NAEB Board changes in the proposed amendments to the Constitution and By-Laws. As an intermediate step, the Executive Committee of the Board has reviewed the Appy report and has recommended modifications on some of the points discussed. These recommendations will be made to the Board at its meeting on Sunday, November 17. whatever changes in the original amendments the Board adopts will be read to the Convention at the Monday morning business session and consent will be asked for from the necessary two-thirds of the voting members present to accept these further amendments for consideration so that they may be voted upon along with the amendments previously distributed.

Since these recommendations include some differences from the Appy memo, as well as points that need clarification, I wanted you to be aware of the proposals which the Executive Committee will bring to the Board. These considerations follow the points as listed in the Appy memo.

1. "Membership (in the new organization) would be limited to non-commercial ETV broadcast stations."

Regarding the need for specific language to insure a distinction between regular TV stations and the 2500 mc stations - we find in checking the FCC nomenclature that the regular station serving a community-wide audience is termed a "television broadcast station." There is no need to add the word "standard", a term which the FCC employs to distinguish AM radio from other types of radio service. The new low-power UHF systems is designated as ITFS (Instructional Television Fixed Service). ITFS stations clearly belong in the Instructional Division along with other point-to-point services distributed by cable or microwave.

Regarding the question of prerequisite for membership in the TV Division, the Executive Committee feels that no division can set up eligibility requirements for another; this would be the effect of the suggestion that all TV broadcast stations be required to join the TV Station Division as a prerequisite to possible additional membership in the Instructional Division.

The Committee further takes the stand that membership in a Division can not be made a prerequisite to membership in NAEB. Rather it must be the other way around: an active membership in NAEB must be the requirement for membership in any Division. Actually, it works both ways, for there is nowhere for an institutional member to go except into one of the three institutionally-based Divisions. A station cannot be an NAEB active member in limbo.

2. "The ETV Board (6) would be elected nationally at large on a staggered three-year term basis, with no member allowed to succeed himself for three years."

The Committee feels that the establishment of specific procedures governing the election of Divisional Board members should be left to the Divisions themselves. However, setting up procedure for electing the initial set of Directors should be done by the temporary steering committees established for each Division.

3. "The ETV Division would determine its own staff, budgets, and assessments, related to ability to pay, etc." Agreed. Internal matter.

4. "The Division head would be named President of the NAEB TV Stations Services Division and would be a paid professional."

The Committee recommends that there be only one President in NAEB and that heads of Divisions be titled Executive Directors. Also, the Committee recommends that the titles of the Divisions be written into the By-Laws as follows:

TV Stations Division of the NAEB
Radio Stations Division of the NAEB
Instructional Division of the NAEB
Individual Members Division of the NAEB

5. "ETV matters decided by the ETV staff and Board could not be over-ridden by the NAEB Board."

The Committee, while wishing to grant as much autonomy as possible to each Division in its area of concern, feels that there must be some provision in the By-Laws which indicates the over-all responsibility of the Association for matters of broad concern affecting the entire broadcasting movement. If complete carte blanche were to be the order, it would be possible for any Division to go off the deep end on some matter which might cause grave injury to all of educational broadcasting before other Divisions would have an opportunity to review a precipitate and possibly short-sighted action. Thus, though the TV Station Division may wish absolute

independence of action for itself, it might not be happy about the possibility of - say the Instructional Division taking a totally unilateral action that could cause irretrievable harm to TV station interests. And the Association, devoted to fostering the growth and long-range interests of the total educational broadcasting movement, must be concerned with any particular action in relation to its impact upon the general welfare of educational communications development.

Accordingly, the Committee suggests a combination of the proposal in the Appy report with an additional proviso:

The Board of Directors of NAEB shall be responsible for the establishment of policies to facilitate cooperative relationships among the Divisions and with the Association. The various Division Boards shall be autonomous within their areas of concern. However, proposals made by them in the name of the Association shall be brought to the NAEB Board of Directors for ratification. A two-thirds vote shall be required to secure Association endorsement of any Divisional proposal. Whenever, in the judgment of the President, actions or proposals of a Division may adversely affect the general interests of the Association, the President can have the matter reviewed by the NAEB Board. The NAEB Board may then require the Division concerned to conduct a poll of its entire membership and receive majority sanction for continuance of said actions or position.

Under such an arrangement, Divisions would be free to act in their areas of concern. If they wish to secure the backing of the Association for a proposed action, they may make such a request. Lacking a two-thirds affirmative vote from the NAEB Board, the Division is still free to take action in the name of the Division. If, in the judgment of the President, a proposed Divisional action holds the potential for adversely affecting the welfare of educational broadcasting generally, he would have authority to refer the matter to the NAEB Board for review. If, upon review, the NAEB Board agrees, and if no satisfactory compromise can be worked out, it can by majority vote order the Division to take a poll of its members to be certain that they are fully appraised of the situation and, in the face of official Association disapproval, wish their Division to continue the activity or maintain the position.

This proviso provides a "braking system" which will probably be rarely, if ever, used; but the fact that it is in the By-Laws will afford an important safeguard for both the Divisions as well as the Association in the event that an extreme situation should ever arise requiring the exercise of such constraints.

6. "The TV Stations Division Board meetings could be called at anytime and at any place selected by it." Internal matter

7. "The Chairman of the TV Stations Division Board shall be elected by the Board from those with at least a year of current Board experience." Internal matter.

8. "The Affiliates Committee should function as an interim Board for the TV Station Division."

Under the present Constitution, the existing NAEB Board members continue in office until January 1, 1964 - when duly elected replacements take office (half of the Board is replaced each year)

Since a totally new structure is being proposed, it would seem advisable to make a completely fresh start with a new Board to launch the new regime; but at the same time means must be provided to assure an orderly and legal method for transfer of authority to the new administrative structure - an NAEB Board composed of four Divisional Boards plus the President.

As the duly constituted authority, the present NAEB Board must continue to have jurisdiction over each area of concern until such time as each Division has been organized and duly elected Directors installed so as to constitute the full new NAEB Board. In the interim, the incumbent Board retains authority and has the responsibility to determine the manner of effecting the transition.

The Committee feels that the Board itself should appoint the "steering committees" as its representatives in determining procedures and conducting elections for the Divisions, and that members of the Board should be involved in the composition of such committees, together with appropriate NAEB committee chairmen, and that the President shall be a member of each steering committee. Because of the special situation in TV, the Board accepts the Affiliates Committee, but with additions.

Suggested make-up of such Steering Committees:

TV: Affiliates Committee, present TV Board.

Radio: Present Radio Board

Instructional: From TV Instructional Committee: Greenhill, McIntyre; From Instructional Radio Committee: Lardie; Swenson, Johnson plus the two present Directors-at-large.

Individual: Professional Development Committee, plus Individual Member Director.

Another matter discussed in the Appy memo is dues for the TV Stations which it is suggested should stay as they are in 1963, with any increase in dues proposed by NAEB to take effect only upon approval of two-thirds of the members of the new Division.

With reference to dues, the Committee makes these points:

a. Under the present constitution, the Board may set dues but they must be approved by the membership. At Milwaukee a new dues structure will be proposed by the Board and presented to the convention for approval.

b. NAEB dues (as distinguished from service charges etc. which may be established by Divisions) are assessed across the board for all members as a basic fee for the general support of the Association and its services (publications, placement service, Headquarters staff, etc.) and must, therefore, be a determination of the overall Board of the Association.

c. If the proposed new dues structure based upon operating budgets (actual expenditures plus equivalents) is adopted, there need be no concern for the "dues of the TV stations being raised disproportionately; as a means of using TV stations to provide greater support for NAEB services to the other Division." The new formula, once adopted, applies across all Divisions and any adjustment in the formula applies to all members equally.

Proposed General Association Dues

<u>Operating Budget</u>	<u>Annual Dues</u>
Less than 25,000	\$100
25,000 - 99,999	200
100,000 - 249,999	300
250,000 - 499,999	400
500,000 and over	500

It should be kept in mind that the ideas proposed in the Appy memo and/or the modifications recommended by the Executive Committee must not be regarded as established. The NAEB Board will determine what changes or additions are to be made in the amendments (as distributed) to be presented to the convention for consideration and vote. It should be remembered also that this is an effort to put together a radically different structure; hence, it is understandable that there will be some bugs in any blueprint we draw. However, if we can adopt the plan for the general structure now, alterations can always be made in the light of experience at subsequent annual conventions.

William G. Harley
President

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